

PATENT COOPERATION TREATY
PCT
INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY
 (Chapter II of the Patent Cooperation Treaty)
 (PCT Article 36 and Rule 70)

Applicant's or agent's file reference 649156C	FOR FURTHER ACTION See Form PCT/IPEA/416	
International application No. PCT/AU2004/001311	International filing date (day/month/year) 24 September 2004	Priority date (day/month/year) 26 September 2003
International Patent Classification (IPC) or national classification and IPC Int. Cl. ⁷ B42D 15/08		
Applicant SNOOP CARDS PTY LTD et al		

1. This report is the international preliminary examination report, established by this International Preliminary Examining Authority under Article 35 and transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of 4 sheets, including this cover sheet.
3. This report is also accompanied by ANNEXES, comprising:
 - a. ☒ (sent to the applicant and to the International Bureau) a total of 5 sheets, as follows:
 - ☐ sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications authorized by this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions).
 - ☐ sheets which supersede earlier sheets, but which this Authority considers contain an amendment that goes beyond the disclosure in the international application as filed, as indicated in item 4 of Box No. I and the Supplemental Box.
 - b. ☐ (sent to the International Bureau only) a total of (indicate type and number of electronic carrier(s)) , containing a sequence listing and/or table related thereto, in computer readable form only, as indicated in the Supplemental Box Relating to Sequence Listing (see Section 802 of the Administrative Instructions).
4. This report contains indications relating to the following items:

<input checked="" type="checkbox"/>	Box No. I	Basis of the report
<input type="checkbox"/>	Box No. II	Priority
<input type="checkbox"/>	Box No. III	Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
<input type="checkbox"/>	Box No. IV	Lack of unity of invention
<input checked="" type="checkbox"/>	Box No. V	Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
<input checked="" type="checkbox"/>	Box No. VI	Certain documents cited
<input type="checkbox"/>	Box No. VII	Certain defects in the international application
<input type="checkbox"/>	Box No. VIII	Certain observations on the international application

Date of submission of the demand 26 April 2005	Date of completion of the report 1 September 2005
Name and mailing address of the IPEA/AU AUSTRALIAN PATENT OFFICE PO BOX 200, WODEN ACT 2606, AUSTRALIA E-mail address: pct@ipaaustralia.gov.au Facsimile No. (02) 6285 3929	Authorized Officer Sue Thomas Telephone No. (02) 6283 2454

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
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Box No. I Basis of the report

1. With regard to the language, this report is based on the international application in the language in which it was filed, unless otherwise indicated under this item:
- ☐ This report is based on translations from the original language into the following language which is the language of a translation furnished for the purposes of:
- ☐ international search (under Rules 12.3 and 23.1 (b))
 - ☐ publication of the international application (under Rule 12.4)
 - ☐ international preliminary examination (under Rules 55.2 and/or 55.3)
2. With regard to the elements of the international application, this report is based on *(replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report)*:
- ☐ the international application as originally filed/furnished
- ☒ the description:
- pages 4-6 as originally filed/furnished
- pages* 1-3 received by this Authority on 26 April 2005 with the letter of 26 April 2005
- pages* received by this Authority on with the letter of
- ☒ the claims:
- pages as originally filed/furnished
- pages* as amended (together with any statement) under Article 19.
- pages* 7-8 received by this Authority on 26 April 2005 with the letter of 26 April 2005
- pages* received by this Authority on with the letter of
- ☒ the drawings:
- pages as originally filed/furnished
- pages* 1/17-17/17 received by this Authority on 19 October 2004, with the letter of 19 October 2004
- pages* received by this Authority on with the letter of
- ☐ a sequence listing and/or any related table(s) - see Supplemental Box Relating to Sequence Listing.
3. ☐ The amendments have resulted in the cancellation of:
- ☐ the description, pages
 - ☐ the claims, Nos.
 - ☐ the drawings, sheets/figs
 - ☐ the sequence listing (*specify*):
 - ☐ any table(s) related to the sequence listing (*specify*):
4. ☐ This report has been established as if (some of) the amendments annexed to this report and listed below had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).
- ☐ the description, pages
 - ☐ the claims, Nos.
 - ☐ the drawings, sheets/figs
 - ☐ the sequence listing (*specify*):
 - ☐ any table(s) related to the sequence listing (*specify*):

If item 4 applies, some or all of those sheets may be marked "superseded."

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.

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Box No. V Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims 1-12	YES
	Claims	NO
Inventive step (IS)	Claims 1-12	YES
	Claims	NO
Industrial applicability (IA)	Claims 1-12	YES
	Claims	NO

2. Citations and explanations (Rule 70.7)

The invention is a reusable mailable card including a first panel having a major front face to receive an image or text and a major rear face. A second panel including a first portion securable to the first panel so as to provide in combination with the first panel a pocket to receive a relatively flat data storage medium and a second portion associated with the first portion and securable to the rear face to close the pocket. Securing means manipulated by a user to secure the second portion to the rear face to close the pocket, an opening means manipulated by a user to permit removal of said medium from said pocket and means to reclose said pocket to permit said card to be remailed. While FR 2838671 (published prior to the international filing date but later than the priority date of the present application) and JP 2000-168874 both provide a pocket to receive a relatively flat data storage medium, neither provides means to reclose said pocket to permit said card to be remailed. No prior art was found which provided such a card including a pocket to receive a relatively flat data storage medium and means to reclose said pocket to permit said card to be remailed.

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International application No.

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Box No. VI Certain documents cited

1. Certain published documents (Rule 70.10)

Application No. <u>Patent No.</u>	Publication date <u>(day/month/year)</u>	Filing date <u>(day/month/year)</u>	Priority date (valid claim) <u>(day/month/year)</u>
FR 2838671	24 October 2003	18 April 2002	18 April 2002

With regard to the document(s) listed in Box VI under "certain documents cited", these are documents published prior to the international filing date but later than the priority date claimed but which would otherwise be considered to be of particular relevance.

Under the PCT, novelty is considered only in respect of documents published before the priority date. The relevance of a document published after the priority date is dependent upon national law. Such documents are excluded from consideration in preliminary examination, under the PCT Guidelines but have been included here for information.

2. Non-written disclosures (Rule 70.9)

Kind of non-written disclosure

Date of non-written disclosure
(day/month/year)Date of written disclosure
referring to non-written disclosure
(day/month/year)

IAPG Rec'd PCT/PTO 27 MAR 2006

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A MAILABLE CARD

Field of the Invention

The present invention relates to mailable cards and, in particular, to a postcard or direct mailing card having a pocket for an information storage device.

Background of the Invention

Referring to common postcards as an example only, when travellers visit destinations of interest it is common to purchase postcards, or the like, displaying the particular destination. The postcards are then sent to family and friends providing a snap shot of the travel destination being experienced.

Postcards normally include a single piece of hardened sheet material having an address and writing portion on one side and a photographic representation of a travel destination on the other side.

The disadvantage of a common postcard is that it only provides the recipient with a static view of the travel destination. Some postcards may include a small description of the destination, however, very limited information about the travel destination is conveyed.

To provide the recipient with more details of a travel destination it is also known to link a number of postcards together to form a concertina type booklet showing a number of different photographic representations. The disadvantage of these booklets are that they still do not provide sufficient information about the travel destination, they are not interactive and the booklets are not suitable for mailing at minimum cost.

Similar problems also arise with postcard style cards given away in shops, theatres, cafes or the like and the increased use of direct mailing cards in advertising. All these types of mailable cards are unable to provide sufficient information whilst being able to be mailed at minimum cost.

Object of the Invention

It is an object of the present invention to overcome or ameliorate some of the disadvantages of the prior art, or at least to provide a useful alternative.

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Summary of the Invention

There is firstly disclosed herein a reusable mailable card including:

a first panel of generally rectangular configuration so as to have a pair of side edges and a pair of end edges extending between the side edges, the first panel also having a major front face to receive an image or text and a major rear face;

a second panel including a first portion securable to the first panel so as to provide in combination with the first panel a pocket to receive a relatively flat data storage medium, and a second portion associated with the first portion and securable to the rear face to close the pocket;

securing means manipulated by a user to secure the second portion to the rear face to close the pocket;

an opening means manipulated by a user to permit removal of said object from said pocket; and

means to reclose said pocket to permit said card to be remailed.

Preferably, said card is formed of a single sheet of card material folded about a line parallel to said end edges to define said first and second panels.

Preferably, said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.

Preferably, said first portion of said second panel is securable to said flap portions to close the pocket.

Preferably, including a lip for receipt of said flap portions to reseal said packet to prevent said card to be remailed.

Preferably, said securing means includes an adhesive strip along an edge of said second portion.

Preferably, said opening means includes a detachable panel defined by a line of perforations.

Preferably, said detachable panel provides an opening in said second panel, whereby when said first panel is secured to said second panel, manipulation by a user of said detachable panel permits removal of said object from said pocket.

Preferably, said second panel includes a flap member.

Preferably, said flap member in use is moveable between a closed position substantially parallel to a plane of said panels and an open position substantially normal to a plane of said panels.

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Preferably, said flap member when in said open position forms a stand for said card.

Preferably, said data storage medium is a mini compact disc, mini digital video disc or CD-ROM.

Brief Description of the Drawings

A preferred form of the present invention will now be described, by way of example only, with reference to the accompanying drawings wherein:

Figure 1 is a front unfolded view of a blank for a mailable card of a first embodiment of the invention;

Figure 2 is a back view of Figure 1;

Figure 3 is Figure 2 in a folded configuration;

Figure 4 is a perspective view of Figure 3 with the stand in an open position;

Figure 5 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 6 is a back view of Figure 5 in a folded configuration;

Figure 7 is a perspective view of Figure 6 with the stand in an open position;

Figure 8 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 9 is a back view of Figure 8 in a folded configuration with the seal open;

Figure 10 is a back view of Figure 8 in a folded configuration with the seal closed;

Figure 11 is a perspective view of Figure 8 with the stand in an open position;

Figure 12 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 13 is a back view of Figure 12;

Figure 14 is Figure 13 in a partially folded configuration;

Figure 15 is Figure 13 in a fully folded configuration;

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The claims defining the invention are as follows:-

1. A reusable mailable card including:
 - a first panel of generally rectangular configuration so as to have a pair of side edges and a pair of end edges extending between the side edges, the first panel also having a major front face to receive an image or text and a major rear face;
 - a second panel including a first portion securable to the first panel so as to provide in combination with the first panel a pocket to receive a relatively flat data storage medium, and a second portion associated with the first portion and securable to the rear face to close the pocket;
 - securing means manipulated by a user to secure the second portion to the rear face to close the pocket;
 - an opening means manipulated by a user to permit removal of said object from said pocket; and
 - means to reclose said pocket to permit said card to be remailed.
2. The mailable card of claim 1, wherein the card is formed of a single sheet of card material folded about a line parallel to said end edges to define said first and second panels.
3. The mailable card of claim 1 or claim 2, wherein said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.
4. The mailable card of claim 3, wherein said first portion of said second panel is securable to said flap portions to close the pocket.
5. The mailable card of claim 3 or 4, including a lip for receipt of said flap portions to reseal said pocket to permit said card to be remailed.
6. The mailable card of any one of the preceding claims, wherein said securing means includes an adhesive strip along an edge of said second portion.
7. The mailable card of any one of the preceding claims, wherein said opening means includes a detachable panel defined by a line of perforations.
8. The mailable card of claim 7, wherein said detachable panel provides an opening in said second panel, whereby when said first panel is secured to said second panel, manipulation by a user of said detachable panel permits removal of said object from said pocket.
9. The mailable card of any one of the preceding claims, wherein said second panel includes a flap member.

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10. The mailable card of claim 9, wherein said flap member in use is moveable between a closed position substantially parallel to a plane of said panels and an open position substantially normal to a plane of said panels.

11. The mailable card of claim 10, wherein said flap member when in said open position forms a stand for said card.

12. The mailable card of any one of the preceding claims, wherein said data storage medium is a mini compact disc, mini digital video disc or CD-ROM.

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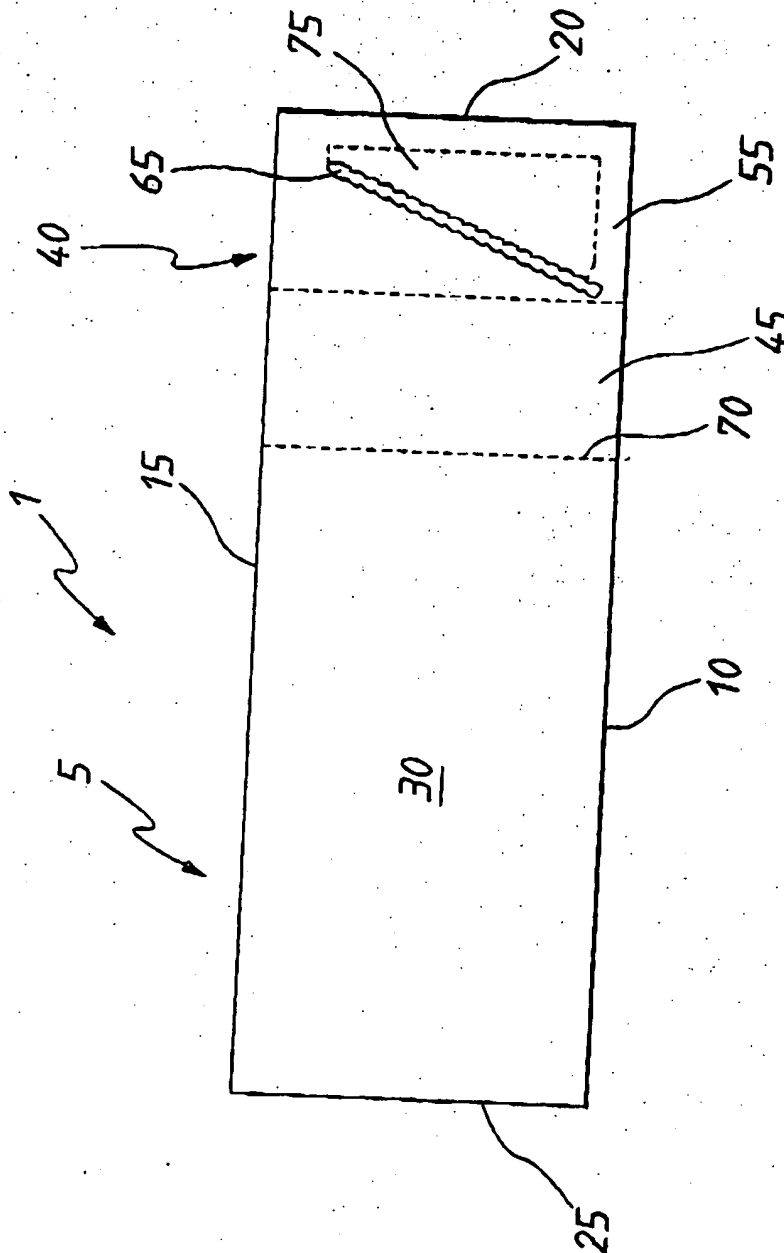
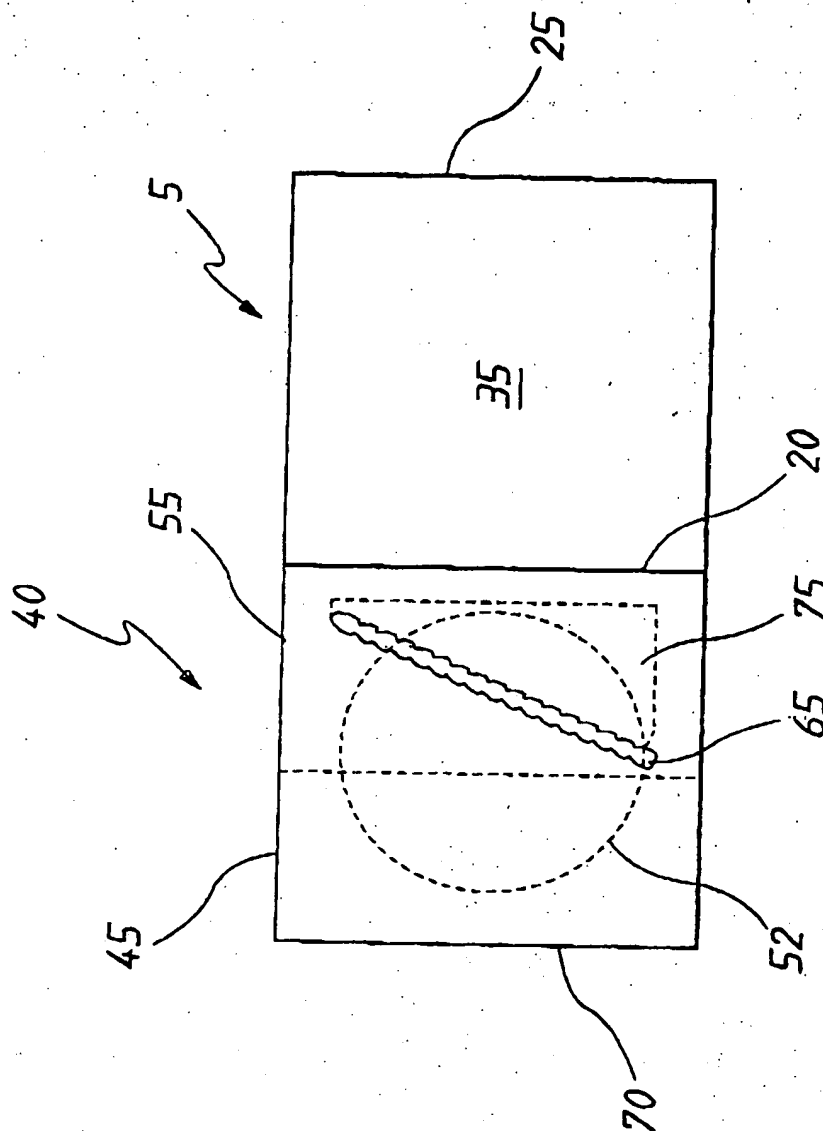


FIG. 1

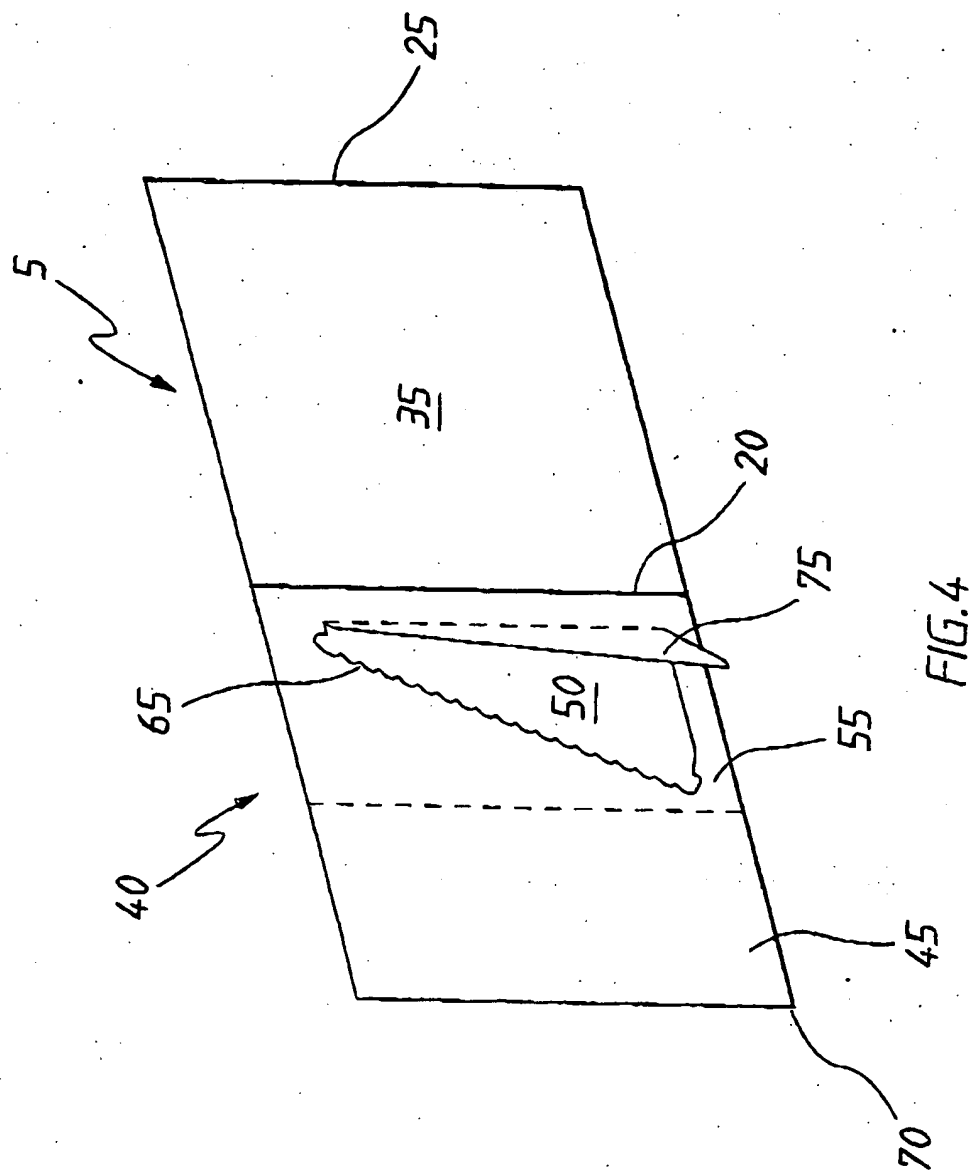
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FIG. 3

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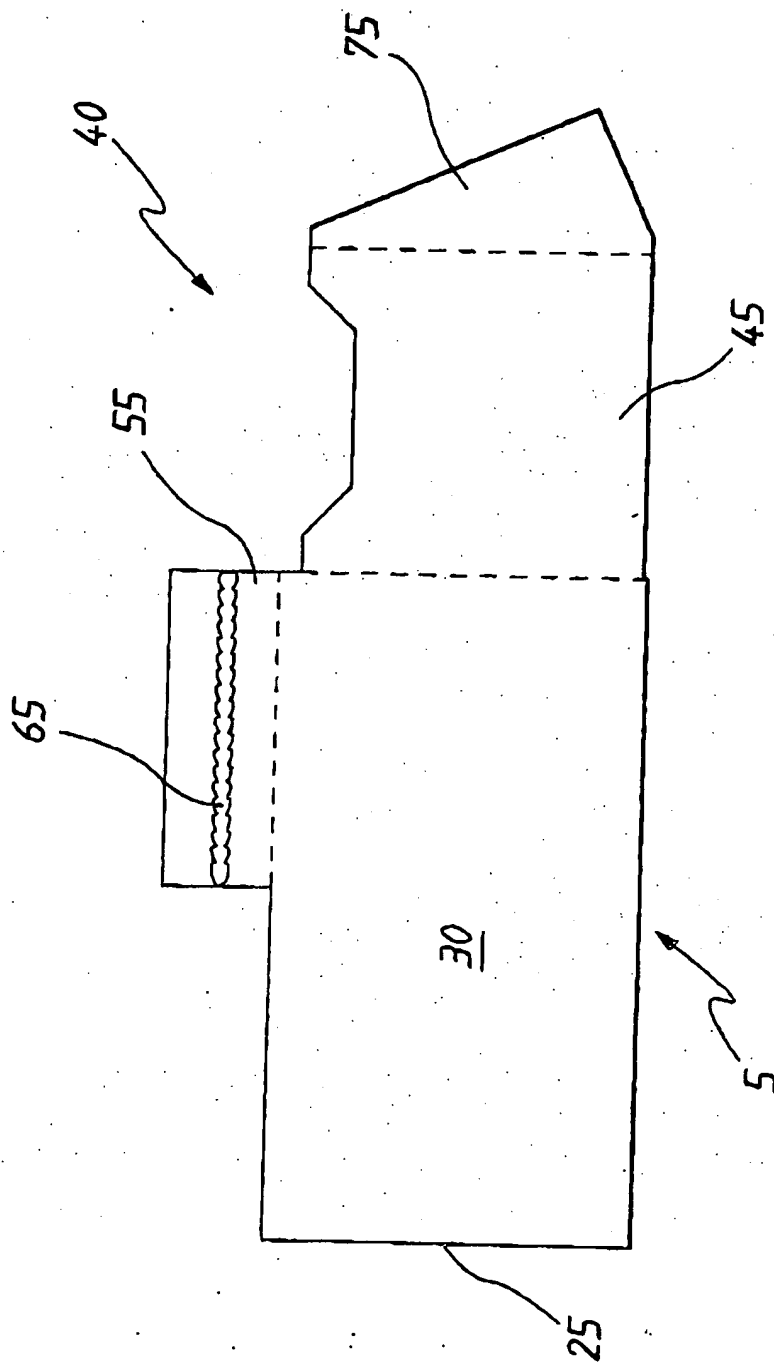


FIG. 5

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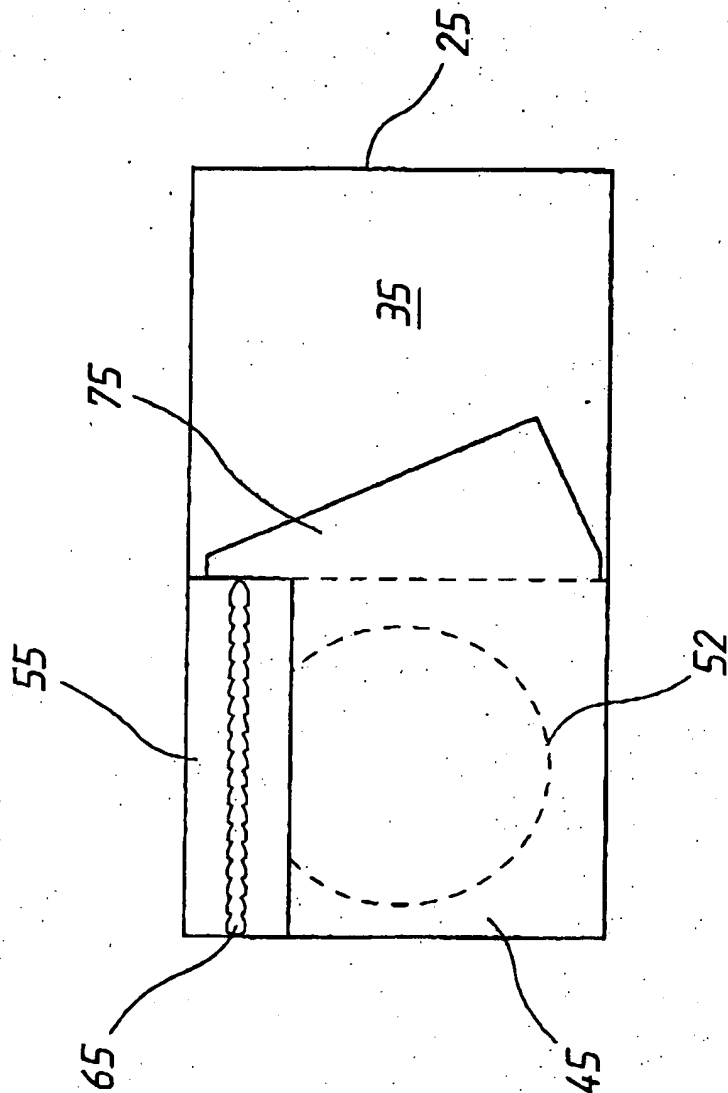


FIG. 6

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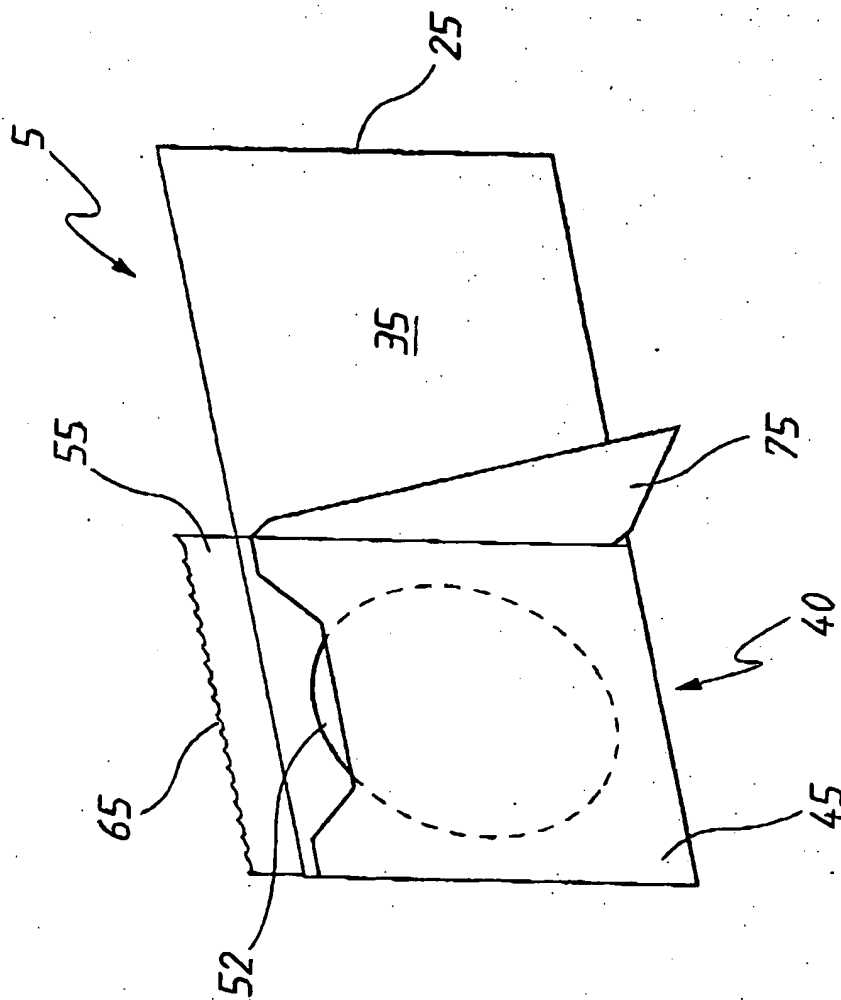
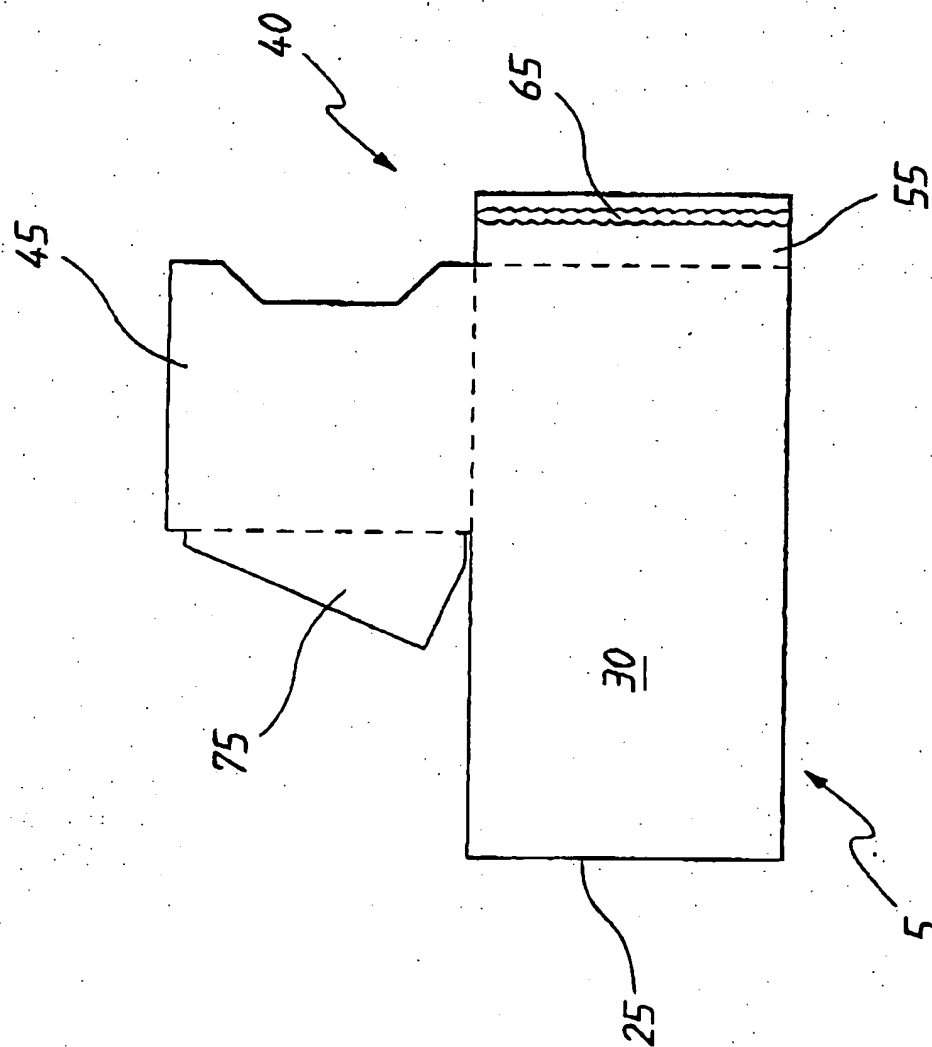


FIG. 7

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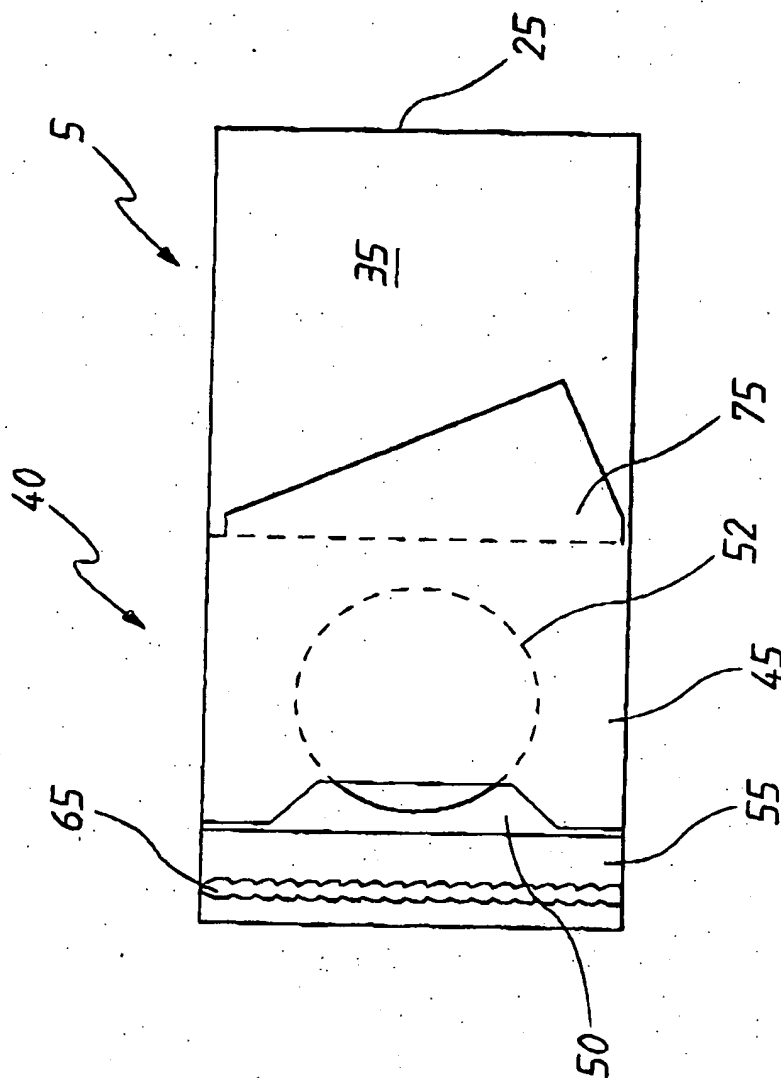


FIG. 9

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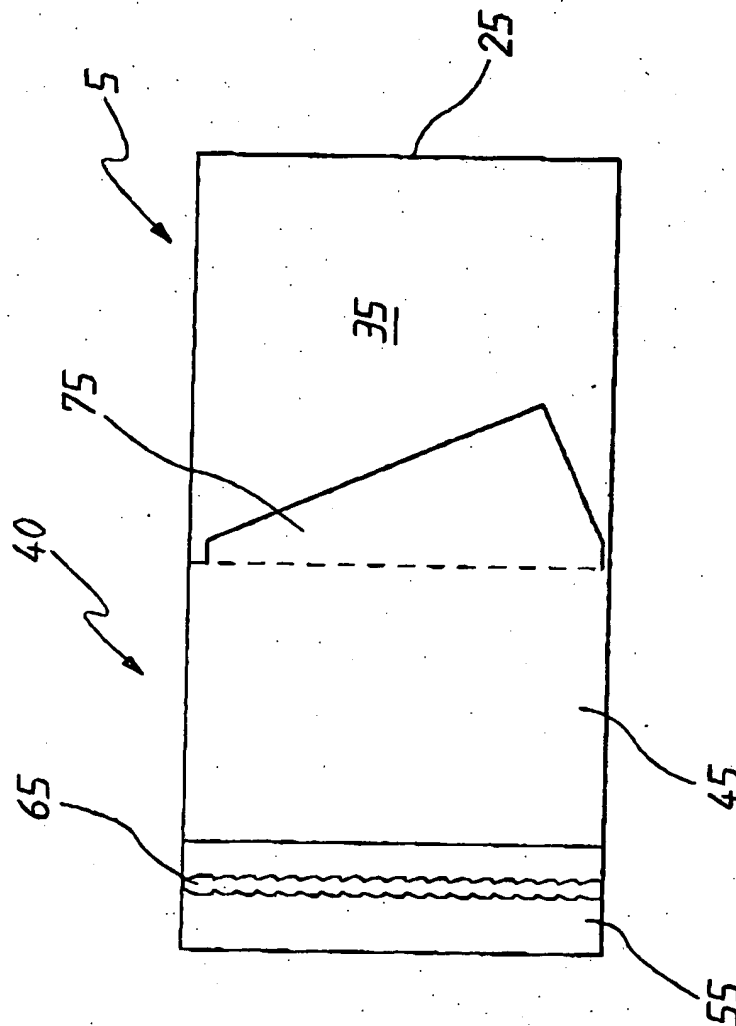


FIG. 10

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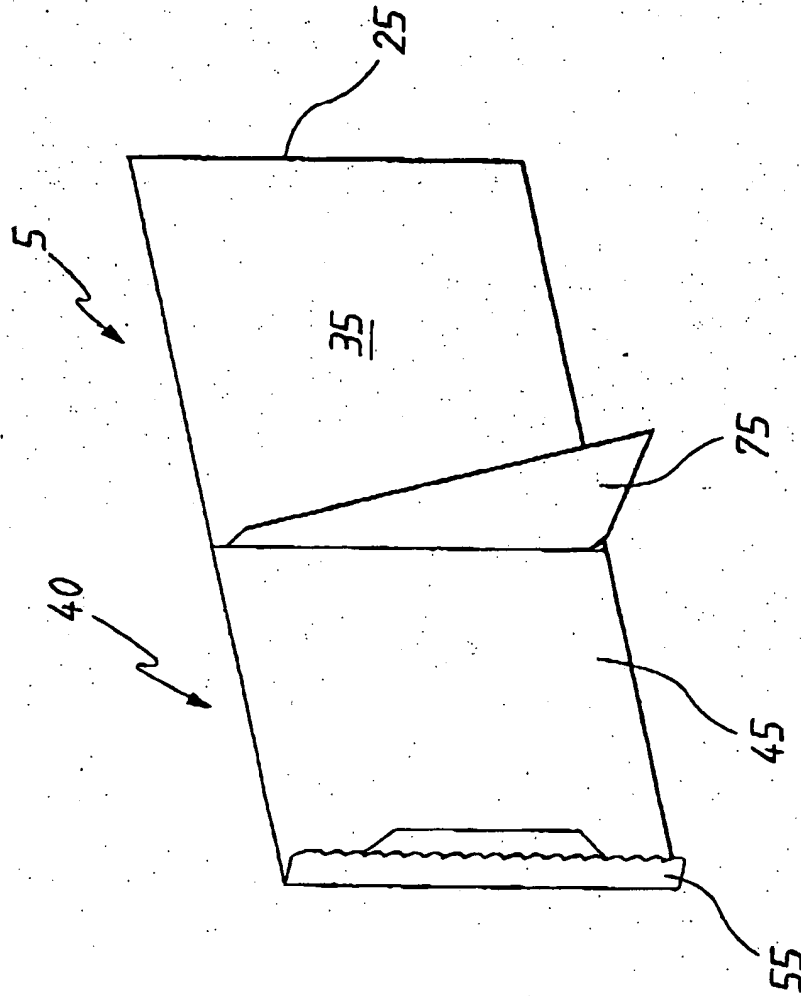


FIG. 11

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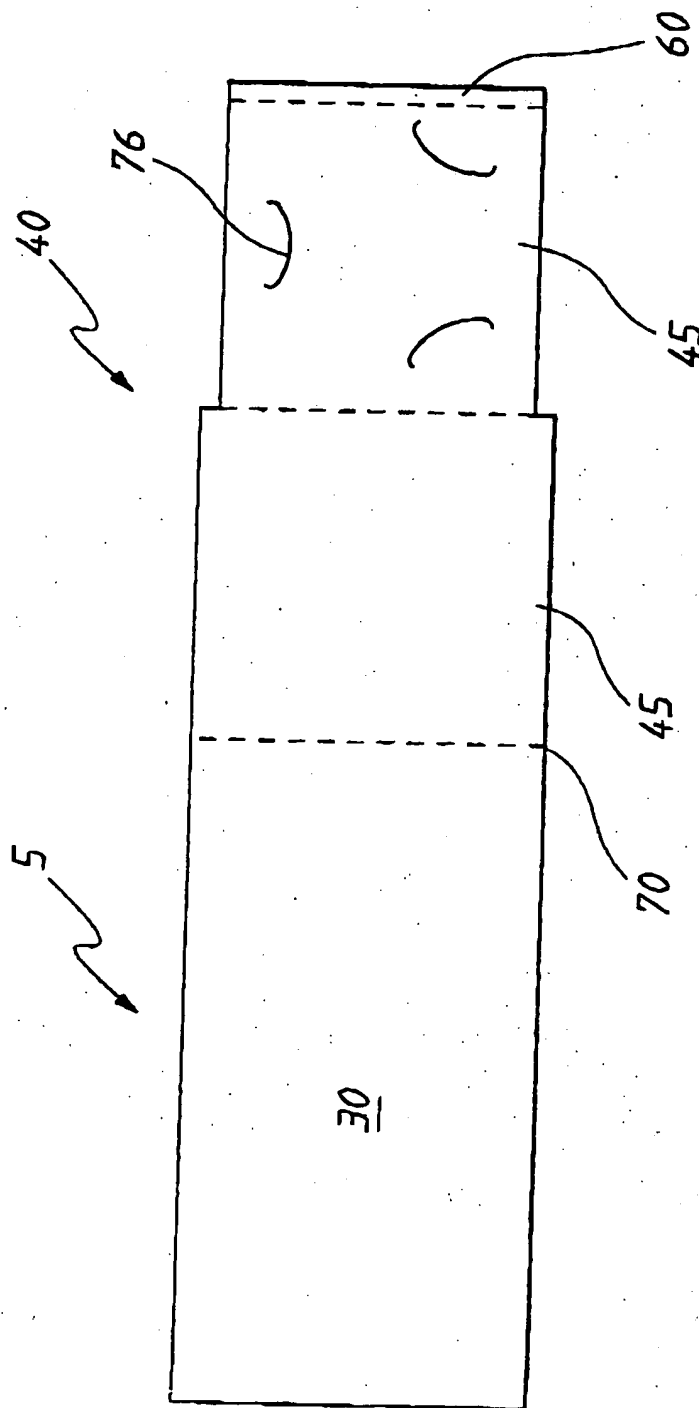


FIG. 12

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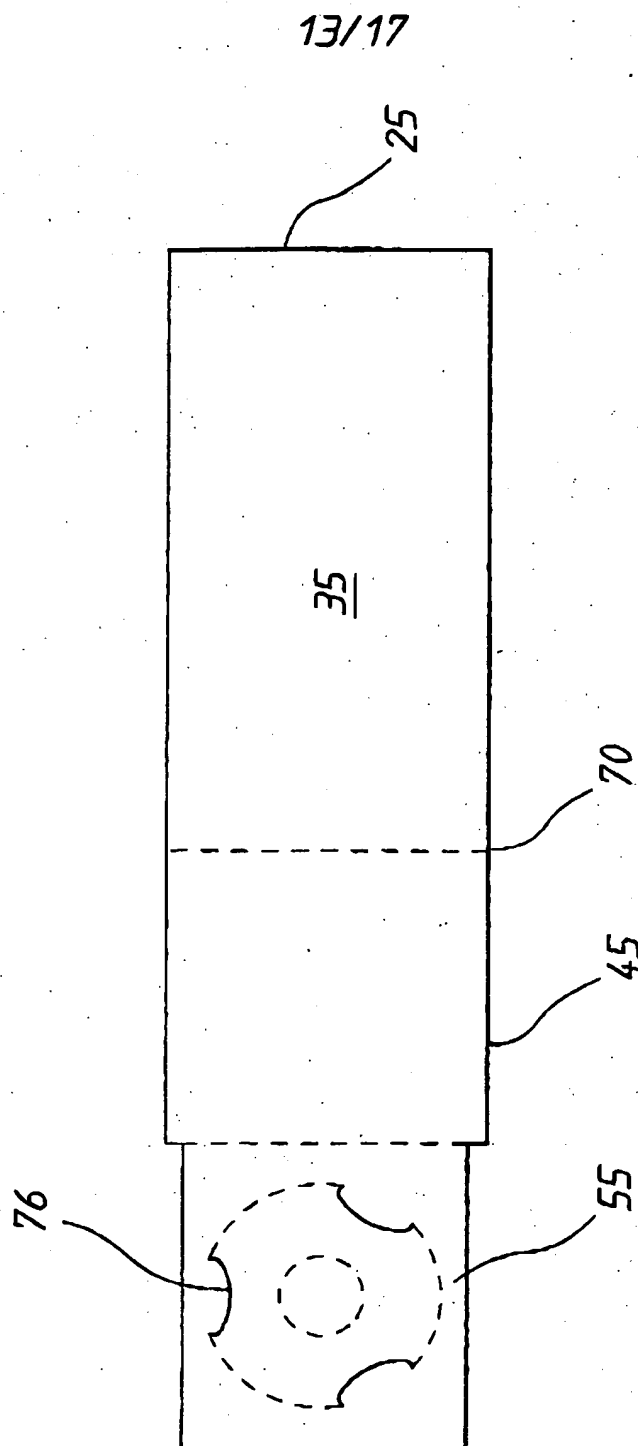


FIG. 13

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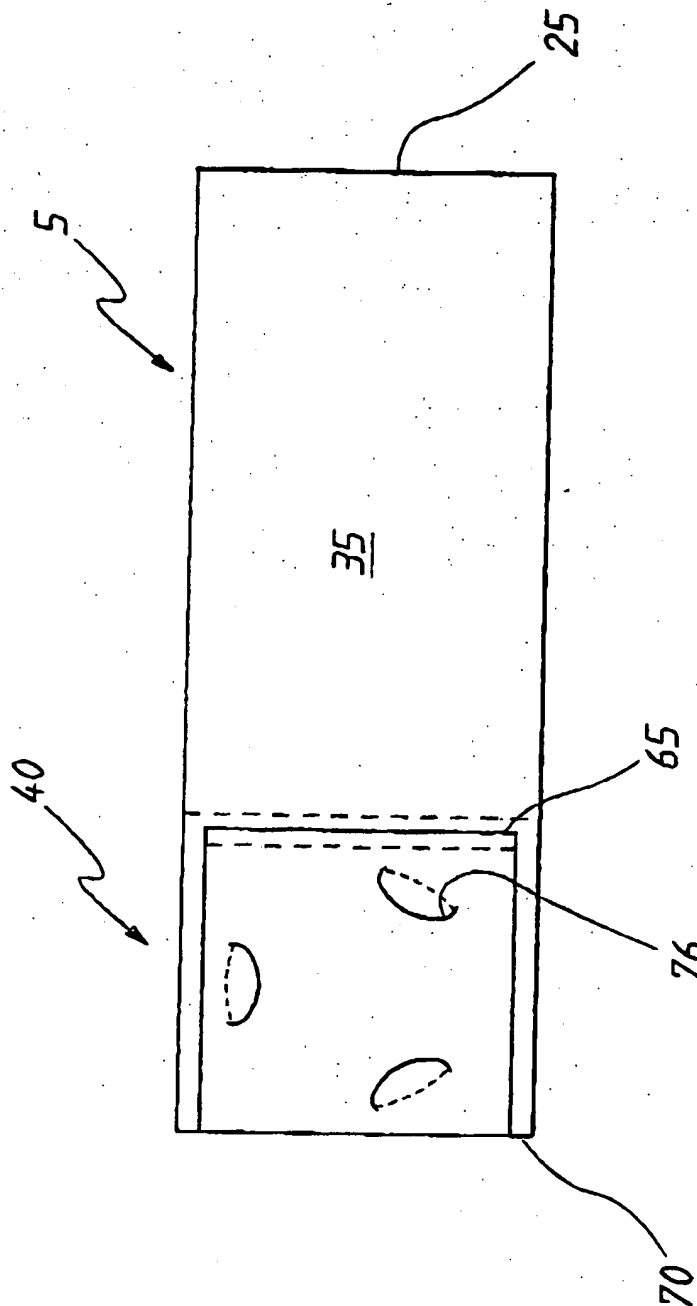


FIG. 14

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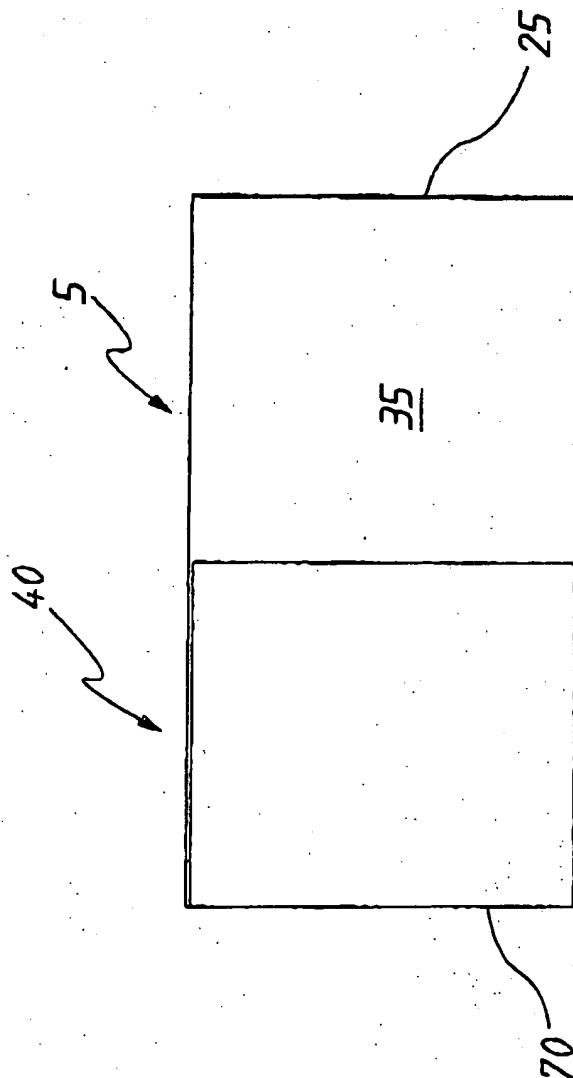


FIG. 15

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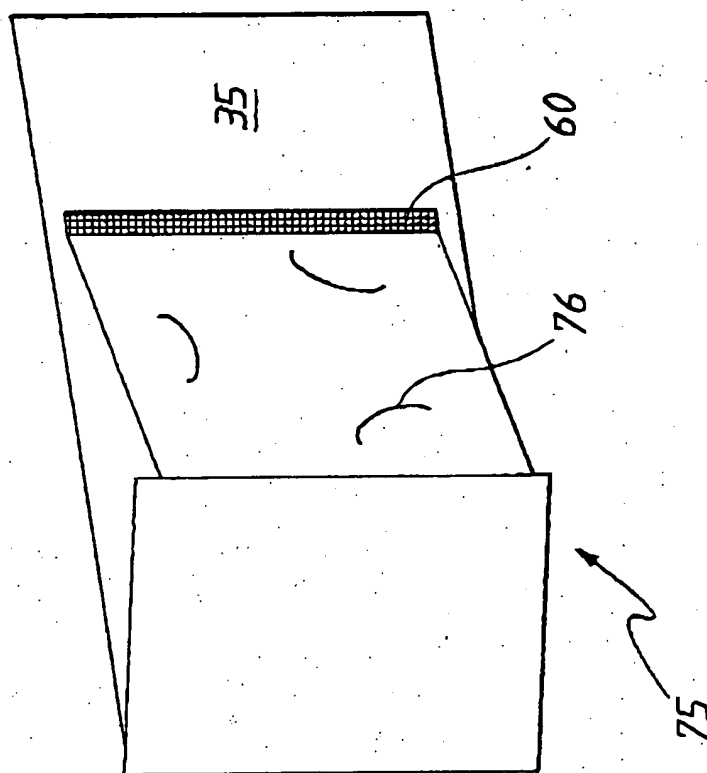


FIG. 16

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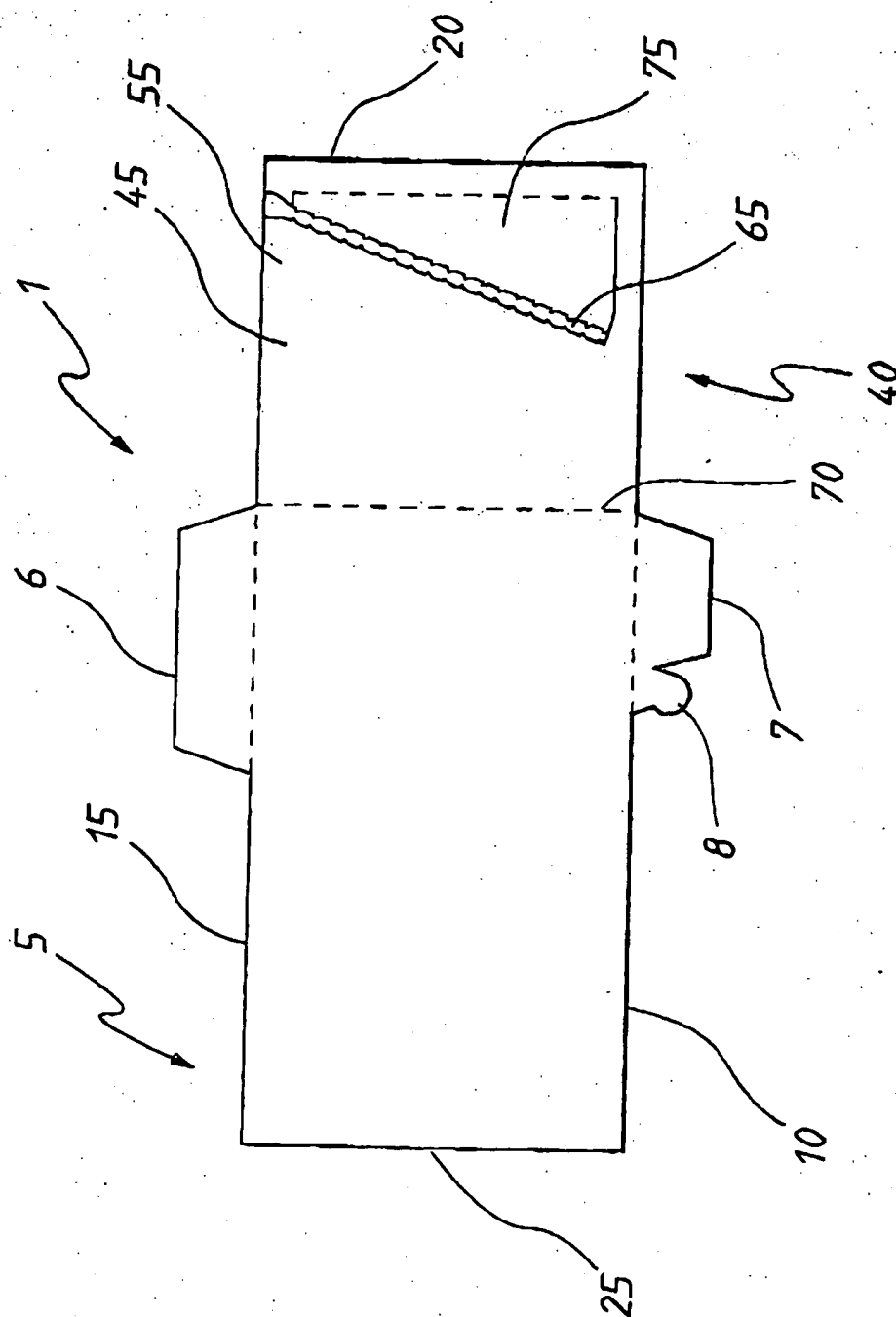


FIG. 17